Specification of Competency Standards
for the Automotive
Unit of Competency

Functional Area - Parts Management

Title	e-Commerce in Automotive Services
Code	111775L4
Range	This unit of competency is applicable to the practitioners of the sales and marketing department with the following responsibilities : Vehicle sales, parts, and services online activities, using platforms to showcase products, offer personalized experiences through AI, and streamline the customer journey with online configurations, financing, and delivery options. Automotive industry-related companies plan and design feasible e-commerce solutions or improvements.
Level	4
Credit	6 *(For Reference Only)*
Competency	**Performance Requirements** 1. Knowledge (Knowledge of operation in vehicle sales) • Able to identify potential operational, technical, and financial risks in automotive e-commerce projects and propose strategies to address them. • Understand and plan how to apply key technologies and data analytics to automotive e-commerce scenarios to improve operational efficiency and customer experience. 2. Performance (Develop a comprehensive e-commerce business plan) • Ability to present the e-commerce solution to management or potential investors in a professional manner. • Ability to complete a market analysis report detailing the target market's customer profile, competitor e-commerce strategies, and the impact of regulations (such as data privacy and online contracts) on the business. • Ability to utilize professional tools (such as SWOT, PESTLE, and Porter's Five Forces Model) to conduct analysis and provide insightful conclusions. ◦ (SWOT : Strengths, Weaknesses, Opportunities, Threats) ◦ (PESTLE : Polities, Economics, Social, Technology, Environmental) • Develop a comprehensive e-commerce business plan. Content should include: Business model: Selection and design of B2C, B2B, or O2O. (Business to Customers, Business to Business, Online to Offline) • Ability to plan and design a feasible e-commerce solution or improvement plan for an automotive-related business (such as a 4S dealership, parts distributor, or repair shop chain).
Assessment Criteria	The integrated outcome requirements of this unit of competency are that the practitioner being assessed shall prove the ability of: • Platform functionality planning: online repair booking, used car valuation and trading, parts sales, and membership management systems • Customer journey map: Depicting a seamless connection from online touch points to offline service experiences.

	• Marketing and promotion strategy: Specific plans for integrating digital marketing tools such as SEO/SEM, (Search Engine Marketing/Search Engine Optimization) social media, and KOLs (Key Opinion Leader). • Develop the business plan, explain how to integrate: CRM system: for customer relationship management and targeted marketing. • Data analytics: Leveraging online data to optimize inventory (parts), pricing (used cars), or marketing strategies. • Key technologies: AR (Augmented Reality) car viewing, online diagnostic tools, and considerations for integration with DMS (dealer management systems).
Remark	The credits value of this unit of competency assumes that the practitioner has already possessed basic knowledge on automotive industry sales and marketing (This UoC replaced 108604L2)